The Affective Misattribution Procedure (AMP) as a preference measurement

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Abstract: Implicit attitudes are positive or negative thoughts, feelings or actions towards objects or groups which arise according to past experiences and correspond to spontaneous behaviors contrary to explicit attitudes which correspond to deliberate ones. Several measures are used mainly within the social psychology domain to measure these implicit attitudes among which Affective Misattribution Procedure (AMP). This method is the only implicit measure which does not rely on response latency as a dependent variable.

In the AMP participants are instructed to declare whether they perceive various abstract patterns, such as Chinese characters, as pleasant or unpleasant. Prior to the Chinese character, another object appears on the screen representing one product or any other object. Participants are more inclined to perceive the Chinese character as pleasant if they have formed favourable attitudes towards the product or object than unfavourable ones.

Considering product preference, it is assumed that in some cases, consumers' responses are influenced by their culture (for example in the Asian countries) and especially by their need to be positively recognised (bias of social desirability). Thus AMP seems to be a good and attractive method to measure more realistic preferences or attitudes towards products.

This paper presents the results obtained by using AMP to measure overall liking of food products. This procedure appears interesting because it is less sensitive to age than other implicit approaches and shows good signs of measurement qualities.